

Sanborns SA de CV, Grupo in Consumer Electronics (Mexico)

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Abstracts

The electronics and appliance specialist retailer arm of Grupo Sanborns, iShop, a concept created in 2008, offers umbrella brands, mostly Apple products, across the country. iShop takes advantage of the rapid popularisation of products such as the iPod, iPhone and iPad to reach avid consumers of technology. With no competition, iShop positions itself in an attractive niche with promising prospects.

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